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Book Manufacturing in America: A Special Report

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Secret Kennedy Book 'No Problem' to St. Martin's

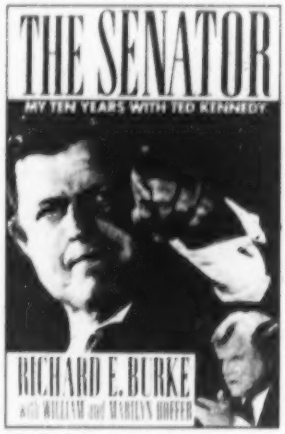
But Putnam's Grann criticizes decision to publish before Presidential election

The controversial book on Sen. Edward M. Kennedy by former aide Richard E. Burke will be published by St. Martin's Press on a crash basis and, according to chairman Thomas McCormack, without any of the "hot stuff" removed. The book, originally signed by Putnam, had been dropped by that house because of potential legal problems.

Those reported problems seemed to affect the two publishers differently. McCormack, who acquired the book himself from agent John Hawkins (it was not editor Tom Dunne, as reported in a bulletin in *PW* Sept. 7), told *PW* that there had been some editing, "but not of substance—and we're not afraid of any potential legal problems. Four lawyers worked on various parts of the project."

Putnam president Phyllis Grann, who made the decision not to proceed after the book had been extensively publicized—as early as the ABA show in May—as a hot, secret property for the fall, told *PW* that "we turned it down because at the time we had to make our decision we were unable to get confirmation on certain legal issues; there were simply four areas that needed further substantiation."

On suggestions circulating in publishing circles that Lew Wasserman, chairman of MCA, Putnam's parent company, had pressured Putnam to drop the project for election-year political reasons, Grann said: "Lew was aware of the book when I bought it and he never had any comment. We certainly never had any pressure from anyone to cancel the book." She was, however, critical of the decision by St. Martin's to rush the book into print before the election. "I really think it's a shame, because it will just serve as another distraction, and I am convinced the book will sell just as well after the election as before." And she disclosed that although Putnam had listed it as a September title, that was "just to get orders in from the booksellers," and there had been no intention to release it before the election in early November.



***Burke's book**: "One house says no, another says 'no problem.'"*

McCormack says that Burke will promote the book on the road and, commenting on published reports about his eccentricities and financial problems, said that Burke "devotes a great deal of space in the book to addressing exactly the kind of attacks that have already taken place." St. Martin's plans, he said, to ship the book within 30 days (as of Sept. 9).

Agent Hawkins, commenting on the differences in approach between the two publishers, said he didn't think there would be legal problems because "the book has been very carefully vetted. But obviously there are cases where one publisher says no for legal reasons and another house says no problem."

The book, he said, went for an advance "well into six figures." After Putnam dropped it, he queried other publishers, but there was no bidding. "Tom went after it ferociously, and everybody else needed more time to decide."

—MAUREEN O'BRIEN

Doubleday Pays 'Substantial' Sum to Settle Five-Year Suit

After five years of intensive litigation, a libel lawsuit filed by Los Angeles criminal defense attorney Barry Tarlow against James Mills and Doubleday & Company—author and publisher of *The Underground Empire: Where Crimes and Governments Embrace*—ended in what has been described by all parties as a "substantial" monetary settlement.

As part of the agreement, both sides issued a statement clearing Tarlow's name but admitting no liability on the part of the author or the publishers. The years of legal wrangling came to a close moments before the trial was scheduled to begin, when a juror's late arrival resulted in the judge asking the lawyers one last time if there wasn't some way that the case could be settled.

The Underground Empire, which tells the story of a group of undercover enforcement agents who went after drug criminals until the FBI forced them to close down, was released in 1986 and was on national bestseller lists. Dell Publishing released the paperback edition one year later. Tarlow alleged that the book libeled him by implicating him in several crimes, including a contract murder and a plan to launder $60 million in drug money. According to Barry Landberg, Tarlow's attorney, the book was taken off the shelves after the lawsuit was filed in U.S. district court in 1987.

"Mr. Mills and the publishers believe the statements were published in good faith and fully in accord with the rights afforded by the First Amendment," the joint statement reads. "Mr. Mills, Doubleday and Dell never intended for the state-

[Continued on page 12]

AAP Sales Report for July

Category	% change, July*	% change, YTD
Adult hardcover	75.9	25.9
Adult paperback	8.8	13.4
Juvenile hardcover	16.0	8.8
Juvenile paperback	6.7	9.0
Univ. pr. hardcover	-0.7	-7.3
Univ. pr. paperback	15.2	10.2
Bibles, etc.	14.6	9.4
Mass market paperback	32.9	0.2
Book club	8.5	0.0
Mail order	-46.0	-22.0
Sci-tech	13.2	13.4
College texts	2.9	7.8
School texts	-8.2	-4.0

**Percent changes measured against same time periods, 1991.*

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